DOCUMENT RESUME

ED 403 816 HE 029 861

AUTHOR MacFarland, Thomas W.
TITLE Place of Class Attendance at Nova Southeastern University: Calendar Years 1990-1994. Research and Planning Report 96-01.
INSTITUTION Nova Southeastern Univ., Fort Lauderdale, FL.
PUB DATE Apr 96
NOTE 73p.
PUB TYPE Reports - Research/Technical (143)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Distance Education; *Enrollment Trends; *Geographic Distribution; Geographic Location; Higher Education; Place of Residence; *Universities
IDENTIFIERS Florida (Broward County); Florida (Dade County); Florida (Palm Beach County); *Nova Southeastern University FL

ABSTRACT

This report examined place of class attendance at Nova Southeastern University (NSU) from calendar years 1990 through 1994. The various distance models employed by NSU, which support the opportunity to offer classes at non-campus locations, were also identified in this report. During 1994, nearly two-thirds of all university students attended class on one of NSU's three South Florida campuses or at cluster locations in Broward, Dade, or Palm Beach Counties. Broward County's population grew by 10.2 percent between 1990 and 1994, while NSU enrollment in the county increased 23 percent. Dade County's population grew by 4.5 percent between 1990 and 1994, while NSU enrollment in the county increased 102 percent. Although Palm Beach County's population grew by 10.5 percent between 1990 and 1994, NSU enrollment in the county declined by 20 percent. Over 9,000 students attended one or more classes in Broward County in 1994, and nearly 80 percent of all NSU students attended class in Florida. The report also found that while cluster programs in the Tampa Bay area are expanding and constitute nearly five percent of NSU enrollment, overall enrollment in other Florida cities is declining as enrollment in South Florida increases. (Contains 13 references.) (MDM)

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PLACE OF CLASS ATTENDANCE AT NOVA SOUTHEASTERN UNIVERSITY: CALENDAR YEARS 1990-1994

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PLACE OF CLASS ATTENDANCE AT NOVA SOUTHEASTERN UNIVERSITY: CALENDAR YEARS 1990 TO 1994

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April 1996

Research and Planning
Report 96-03

EXECUTIVE SUMMARY

This report focused on place of class attendance at Nova Southeastern University from Calendar Year 1990 to Calendar Year 1994. The various distance education models, which support the opportunity to offer classes at non-campus locations, were also identified in this report. It was demonstrated that during Calendar Year 1994, nearly two-thirds of all University students attended class either on one of the University's three South Florida campuses or at cluster locations in the South Florida area: Broward County, Dade County, and Palm Beach County.

A significant outcome of this report is the finding that University enrollment in Broward County is quite large. Over 9,000 students (unduplicated, cumulative headcount enrollment) attended one or more classes in Broward County in Calendar Year 1994. Moreover, this report detailed how the University's continued growth in South Florida was in place before the 1994 merger between Nova University and Southeastern University of the Health Sciences. Additionally, it was demonstrated that over 80 percent of all students attended class in Florida.

Statistics on place of class attendance, for academic centers with field-based cluster programs, were presented by individual cities throughout Florida. Key findings included the observation that cluster programs in the Tampa Bay area are expanding and constitute nearly five percent of all University enrollment. However, overall enrollment in many other Florida cities is declining, as enrollment increases in South Florida.

HIGHLIGHTS

- Nearly two-thirds of all University students (unduplicated cumulative headcount enrollment) attended class in either Broward County, Dade County, or Palm Beach County during Calendar Year 1994:

  Broward County . . . . . N = 9,393 or 45% of Total Enrollment

  Dade County . . . . . N = 3,414 or 16% of Total Enrollmen

  Palm Beach County . . . . N = 633 or 3% of Total Enrollment

- The University's presence in Broward County increased by 23 percent from Calendar Year 1990 to Calendar Year 1994.

- With current growth rates for the University in Broward County, along with the planned June 1996 relocation of the Health Professions Division to the Davie Campus, it is quite likely that over 12,000 individual students will attend one or more University classes in Broward County during Calendar Year 1996.

- Over 80 percent of all University students (unduplicated cumulative headcount enrollment) attended class at a Florida location during Calendar Year 1994.

- Collectively, all cluster programs in the Tampa Bay area represented five percent of total University enrollment during Calendar Year 1994.

- The University's presence in other states and nations represented 18 percent of University total in Calendar Year 1994, an increase from 16 percent of University total in Calendar Year 1990.

- Through the constant development and refinement of new programs and unique distance education delivery models, the University has grown to an end-of-term enrollment of 15,208 students for Fall Term 1995.

- Based on prior analyses, graduates reported that access to an academic program that also allowed continuation of employment was a major reason for enrolling in courses at the University.

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INTRODUCTION

Background

Nova Southeastern University was chartered by the State of Florida in 1964 as Nova University of Advanced Technology. In 1967, the University enrolled a charter class of 17 doctoral students. By 1971 enrollment had grown to a Fall Term enrollment of 198 students, with all instruction offered on the University's Davie Campus (*Nova Southeastern University Fact Book*, 1995).

In 1972, in an effort to increase outreach to specific markets and also to enhance fiscal stability, the University offered external degree programs at the doctoral level: the Ed.D. Program in Educational Leadership and the Ed.D. Program for Community College Faculty and Administrators. The first distance education programs at the University were organized as geographically-dispersed clusters, with groups of approximately 30 students attending class at monthly sessions.

These distance education activities were widely received, and in the mid-1970s the University experienced exceptional growth in enrollment. Fall Term enrollment grew to 571 students in 1972, 1,483 students in 1973, 2,279 students in 1974, 3,399 students in 1975, and 6,363 students in 1976. By 1995, the University reported a Fall Term enrollment of 13,941 students to the United States Department of Education's *Integrated Postsecondary Education Data System's Fall Enrollment Survey* (IPEDS-EF-1) and subsequently became the largest private, independent institution of higher education in Florida, the nation's fourth largest state (*Nova Southeastern University Fact Book*, 1996).

A history of distance education modalities at the University is presented in Table 1. The means by which individual academic centers practice distance education is presented in Table 2. Through the constant development and refinement of new programs and unique distance education delivery models, the University has grown to an end-of-term enrollment of 15,208 students for Fall Term 1995 (*Research and Planning Weekly Enrollment Report*, January 2, 1996).

Table 1

Distance Education Delivery Models Used at Nova Southeastern University

TIME PERIOD	DELIVERY MEDIUM	DELIVERY PROCESS
1972-present	Jet Airplane	Faculty meet with groups of students (clusters) throughout the United States, offering instruction on weekends.
1983-present	Telecommunications	Faculty and students use computers and telephone-based connectivity, using electronic mail and bulletin boards for communication.
1985-present	Electronic Classroom	The use of computer-based telecommunications is enhanced by development of the Electronic Classroom (ecr). By altering the UNIX® real-time *talk* command, a teacher can communicate in real-time with up to 52 students attending class from their own homes or offices.
1992-present	Audio Teleconferencing	Faculty use simple telephone-conferencing technology to conduct an audioconference with students at two or more cluster sites.
1992-present	Audiobridge	Audio teleconferencing is improved, allowing students and faculty full interaction in real-time from their homes or offices.
1994-present	Compressed Video	Faculty are able to use real-time audio and video to interact with groups of students at multiple cluster locations.

Note. Data are from the University's *Master Plan* (1995).

Table 2

Distance Education Delivery Models at Nova Southeastern University By Academic Center

Academic Center	Delivery Models
Fischler Center for the Advancement of Education	• Field-based Activities • Computer Mediated Communication • Audiobridge • Compressed Video
Farquhar Center for Undergraduate Studies	• Field-based Activities
School of Business and Entrepreneurship	• Field-based Activities • Computer Mediated Communication
Center for Psychological Studies	• Field-based Activities
Health Professions Division	• Compressed Video
School of Computer and Information Sciences	• Field-based Activities • Computer Mediated Communication
Family and School Center	• Field-based Activities
Oceanographic Center	• Computer Mediated Communication

Note. Data are from the University's *Status Report on Institutional Effectiveness: 1994-1995* (1995). Distance education delivery models are also discussed in the University's *Institutional Self-Study Report 1996* (1996).

Purpose of this Report

The Commission on Colleges of the Southern Association of Colleges and Schools defines distance learning as:

> that educational process that occurs when instruction is delivered to students physically remote from the main campus, the location or campus of program origin, or the primary resources that support instruction. In this process, the requirements for a course or program may be completed through remote communications with instructional and support staff including either one-way or two-way written, electronic, or other media forms. (*Guidelines for Planning Distance Learning Activities*, 1992, p. 1).

The purpose of this report is to provide comprehensive statistics on place of class attendance. This report does not take into account the organization and support structure for academic programs that are offered both on campus and in a similar manner at other locations.

As an example of alternate views and practices regarding the organization of distance learning activities, the Center for the Advancement of Education is structured so that there is parity between courses offered on the Davie campus and courses offered at other cluster locations. In each academic program, library services, academic advising, and instructional media are all the same, regardless of cluster location. With this model, students attending class on the Davie campus experience the same level of instruction and services as their counterparts at other clusters.

However, the Southern Association of Colleges and Schools is likely to follow a strict interpretation of the operational definition of distance learning established in *Guidelines for Planning Distance Learning Activities* (1992). Accordingly, it is reasonable to think that the Southern Association will view all courses offered at any of the University's South Florida campuses as being campus-based. In anticipation of this issue, the University is currently preparing a summary report on the practice of distance education. Variances between academic centers on the structure and support for campus-based instruction and instruction offered at other locations will be identified in this report, which should be completed by August 1996.

METHODOLOGY

The data for this report were obtained by a series of queries to the University's Student Information System (SIS). This report focused on place of class attendance in terms of Cluster City and Cluster State. These codes are in contrast to Permanent Residence City and Permanent Residence State and Temporary Residence City and Temporary Residence State.

After the data were organized into an extract file, exploratory analyses were made against Cluster City and Cluster State to develop a list of all cities and states included in the database. The Registrar's Office provided a manifest of all University codes for Cluster City and Cluster State. Hand tallies against the two lists were used to produce worksheets of student attendance at cluster locations throughout Florida. Attendance at non-Florida clusters was collapsed into a separate grouping.

In a few cases, due to unique cluster codes that related to corporate entity and not geographic location, it was not possible to determine immediately the Florida location of some clusters. Staff in program offices were then asked for clarification, and in all cases it was possible to determine the location of these corporate clusters.

Adhering as closely as possible to the program location names used by the University's Office of Licensure and State Relations (*Off-Campus Program Directory*, 1995), data in the worksheets were then collapsed into South Florida counties and major cities throughout the state:

South Florida	Other Florida Areas
Broward County	Daytona Beach
Dade County	Fort Myers
Palm Beach County	Fort Pierce
	Gainesville/Ocala
	Jacksonville
	Key West
	Melbourne
	Orlando
	Sarasota/Bradenton
	Tallahassee
	Tampa Bay
	West Florida

Due to data entry errors that could not be traced to a specific geographic location, as well as the prior practice of occasionally using a cluster code to group students receiving continuing services, it was necessary to create *Discrepancy* as an additional cluster category. Students placed in this category were known to attend class in Florida, but it was not possible to identify the specific cluster location.

It should be noted that discrepancies in the coding of Cluster City have declined from three percent of total in Calendar Year 1990 to less than one percent of total in Calendar Year 1994. Accordingly, it is not likely that this category has any meaningful impact on current outcomes resulting from this report. However, this problem may be important to consider when reviewing historical trends at the University before Calendar Year 1990.

RESULTS

The University provides instruction throughout Florida, 21 other states in the United States, the Bahamas, Canada, Jamaica, Panama, and Germany (*Off-Campus Program Directory*, 1995). Table 3 and Table 4 summarize the place of class attendance for all academic centers offering degree programs. Summaries are presented by State in Table 3 and by Florida location in Table 4. Place of class attendance is also summarized throughout Figures 1 to 7.

Table 3, Table 4, Figure 1, and Figure 2 provide evidence that Florida consistently remains the University's support base in terms of place of class attendance. In Calendar Year 1990, 83.5 percent of all students at the University attended class either at one of the University's campuses or at a cluster location in Florida. By Calendar Year 1993, the last year before the University's merger, 82.3 percent of all students at the University attended class in Florida.

Consistent attendance at classes offered in Broward County (Figure 3) is a leading contributor to Florida's remaining the University's enrollment base. In Calendar Year 1990, 45 percent of all instruction at the University occurred either on the Davie Campus, the East Campus, or at other locations in Broward County (N = 7,644 unduplicated, cumulative headcount enrollment). Class attendance in Broward County increased to 48 percent of University total (N = 8,881 unduplicated, cumulative headcount enrollment) by Calendar Year 1993, the last year before the University's merger. Class attendance in Broward County increased again in Calendar Year 1994 (N = 9,393 unduplicated, cumulative headcount enrollment), but Broward County's percentage contribution to University total declined to 45 percent due to the University's merger and the inclusion of 1,472 students in the Health Professions Division who attended class at the North Miami Beach Campus in Dade County.

Class attendance in Dade County (Figure 4) remained at approximately 10 percent of University total in Calendar Years 1990 to 1993. Class attendance in Dade County increased to 16 percent of total in Calendar Year 1994 due to the University's merger and the inclusion of 1,472 students in the Health Professions Division attending class on the North Miami Beach Campus.

Class attendance in Palm Beach County (Figure 5) was approximately five percent of University total in Calendar Year 1990 (N = 790 unduplicated, cumulative headcount enrollment). By Calendar Year 1994, class attendance in Palm Beach County declined to three percent of total (N = 633 unduplicated, cumulative headcount enrollment).

Table 3

Nova Southeastern University Student Enrollment (Unduplicated, Cumulative Headcount) by State of Class Attendance: Calendar Years 1990 to 1994

State of Class Attendance	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Alabama	24	0.1	35	0.2	52	0.3	50	0.3	42	0.2	18	75
Arkansas	3	0.0	7	0.0	9	0.0	18	0.1	18	0.1	15	500
Arizona	110	0.6	147	0.8	183	1.0	191	1.0	184	0.9	74	67
California	131	0.8	147	0.8	152	0.8	174	0.9	159	0.8	28	21
Colorado	23	0.1	28	0.2	23	0.1	15	0.1	21	0.1	-2	-9
Delaware	212	1.2	227	1.3	249	1.4	223	1.2	192	0.9	-20	-9
Florida	14,335	83.5	14,957	83.1	15,050	82.7	15,126	82.3	17,139	82.3	2,804	20
Georgia	146	0.9	177	1.0	193	1.1	173	0.9	173	0.8	27	18
Illinois	29	0.2	60	0.3	76	0.4	97	0.5	100	0.5	71	245
Indiana	68	0.4	72	0.4	64	0.4	63	0.3	95	0.5	27	40
Iowa	64	0.4	61	0.3	64	0.4	50	0.3	66	0.3	2	3
Louisiana	103	0.6	110	0.6	74	0.4	75	0.4	41	0.2	-62	-60
Massachusetts	69	0.4	84	0.5	92	0.5	114	0.6	123	0.6	54	78
Missouri	26	0.1	32	0.2	33	0.2	49	0.3	49	0.2	23	88

Table 3 (Continued)

State of Class Attendance	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Nevada	249	1.5	274	1.5	259	1.4	258	1.4	249	1.2	0	0
Pennsylvania	82	0.5	106	0.6	121	0.7	176	1.0	229	1.1	147	179
South Carolina	100	0.6	118	0.7	116	0.6	154	0.8	222	1.1	122	122
Texas	36	0.2	53	0.3	62	0.3	79	0.4	84	0.4	48	133
Vermont	25	0.2	25	0.1	43	0.2	45	0.2	48	0.2	23	92
Virginia	197	1.2	204	1.1	255	1.4	249	1.4	276	1.3	79	40
Washington	31	0.2	34	0.2	25	0.1	32	0.2	31	0.2	0	0
Wisconsin	29	0.2	12	0.1	22	0.1	21	0.1	16	0.1	-13	-45
Wyoming	18	0.1	4	0.0	0	0.0	0	0.0	0	0.0	-18	--
Foreign	480	2.8	318	2.9	804	4.4	929	5.1	1,242	6.0	762	159
Unidentified	575	3.3	511	2.8	180	1.0	27	0.1	24	0.1	-551	-53
TOTAL	17,165		18,003		18,201		18,388		20,823		3,658	21

Note. Data refer to unduplicated, cumulative headcount enrollment.

Data for Calendar Year 1994 reflect the inclusion of 1,472 students in the Health Professions Division, due to the January 1, 1994, merger between Nova University and Southeastern University of the Health Sciences.

Table 4

Nova Southeastern University Student Enrollment (Unduplicated, Cumulative Headcount) by Place of Florida-Based Class Attendance: Calendar Years 1990 to 1994

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
South Florida												
Broward County	7,644	45	8,112	45	8,552	47	8,881	48	9,393	45	1,749	23
Dade County	1,693	10	1,778	10	1,709	9	1,816	10	3,414	16	1,721	102
Palm Beach County	790	5	787	4	728	4	684	4	633	3	-157	-20
Sub-Total	10,127	60	10,677	59	10,989	60	11,381	62	13,440	65	3,313	33
Other Florida Areas												
Daytona Beach	187	1	282	2	192	1	149	<1	205	<1	18	10
Fort Myers	406	2	307	2	263	1	225	1	223	1	-183	-45
Fort Pierce	153	<1	171	<1	124	<1	101	<1	76	<1	-77	-50
Gainesville/Ocala	346	2	461	3	420	2	366	2	294	1	-52	-15
Jacksonville	285	2	364	2	347	2	341	2	329	2	44	15
Key West	25	<1	25	<1	29	<1	20	<1	10	<1	-15	-60
Melbourne	216	1	256	1	244	1	247	1	252	1	36	17
Orlando	868	5	846	5	849	5	705	4	739	4	-129	-15
Sarasota/Bradenton	202	1	198	1	208	1	223	1	198	<1	-4	-2
Tallahassee	130	<1	129	<1	81	<1	86	<1	70	<1	-60	-46

Table 4 (Continued)

PLACE OF CLASS ATTENDANCE	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Tampa Bay	864	5	906	5	940	5	1,019	6	1,052	5	188	22
West Florida	29	<1	35	<1	47	<1	63	<1	70	<1	41	141
Discrepancy	572	3	324	2	323	2	216	1	209	<1	-363	-63
Sub-Total	4,283	25	4,304	24	4,067	22	3,761	20	3,727	18	-556	-13
Florida Total	14,410	84	14,981	83	15,056	83	15,142	82	17,167	82	2,757	19
Non-Florida or Unidentified	2,755	16	3,022	17	3,145	17	3,246	18	3,656	18	901	33
TOTAL	17,165		18,003		18,201		18,388		20,823		3,658	21

Note. Data refer to unduplicated, cumulative headcount enrollment.

Data for Calendar Year 1994 reflect the inclusion of 1,472 students in the Health Professions Division, due to the January 1, 1994, merger between Nova University and Southeastern University of the Health Sciences.

Discrepancy refers to students who are known to attend class in Florida, but a specific cluster is not identified in the Student Information System (SIS). In some cases, discrepancy is the result of incorrect data entry in the SIS. In other cases, discrepancy is the result of registering cluster as an activity (such as continuing services, *CSERV*) instead of a geographic location.

Cluster locations for selected cities have been collapsed into the following areas throughout Florida:

Fort Myers . . . . . Lee and Hendry Counties
Gainesville . . . . . Alachua and Marion Counties
Jacksonville . . . . . Duval and Saint Johns Counties
Melbourne . . . . . Multiple Locations in Brevard County
Sarasota/Bradenton . . . . . Manatee and Sarasota Counties
Tampa Bay . . . . . Hillsborough and Pinellas Counties
West Florida . . . . . Escambia and Okaloosa Counties

Nova Southeastern University Student Enrollment by State of Class Attendance: Calendar Year 1994

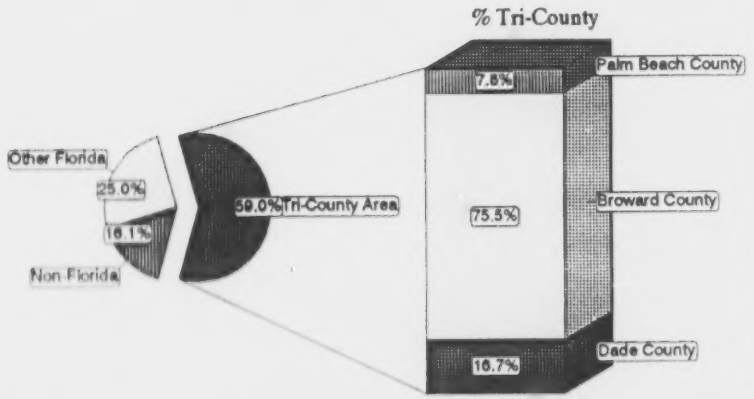
Prepared by Research and Planning
(Total Enrollment Includes International Students)

Figure 1

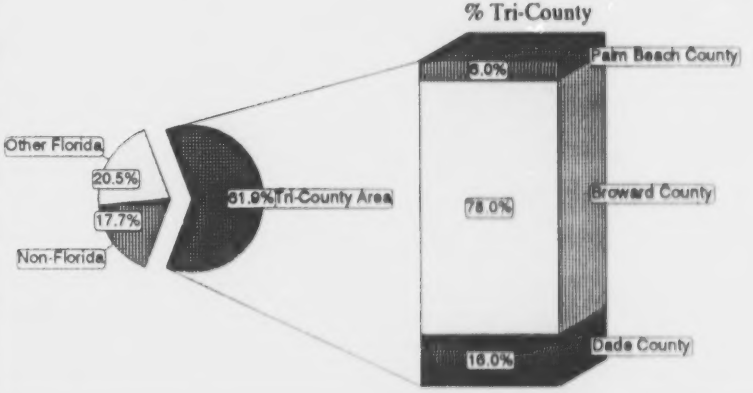
Nova Southeastern University

Student Enrollment (Unduplicated, Cumulative Headcount)

Calendar Year 1990



Calendar Year 1993



Calendar Year 1994

Class attendance in Dade County abruptly increased in Calendar Year 1994 due to the University's merger and the sudden inclusion of 1,472 students in the Health Professions Division attending class on the North Miami Beach Campus. These students will attend class in Broward County when the Health Professions Division relocates to the Davie Campus in July 1996.

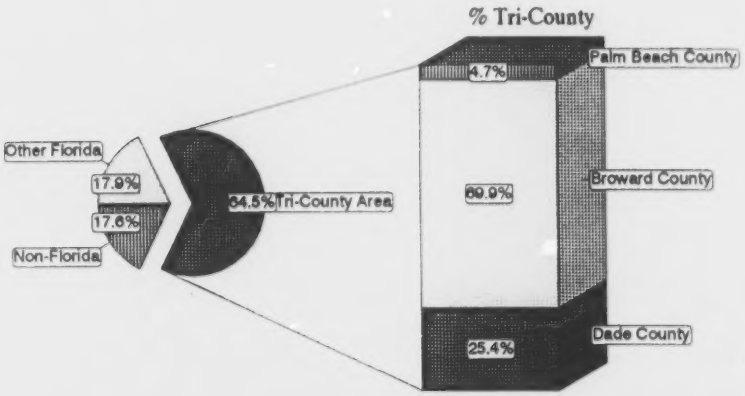


Figure 2

Tri-County refers to Broward County, Dade County, and Palm Beach County.

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Summative attendance at cluster locations throughout Florida cities is also detailed in Table 4 and Figure 6. Table 4 gives clear evidence that clusters in Orlando and Tampa Bay contributed greatly to the University's size and growth. In Calendar Year 1994, Orlando and Tampa Bay collectively represented an unduplicated, cumulative headcount enrollment of 1,791 students: Orlando represented four percent of University total (N = 739 unduplicated, cumulative headcount enrollment), and Tampa Bay represented five percent of University total (N = 1,052 unduplicated, cumulative headcount enrollment).

Place of class attendance for all academic centers is summarized in Table 5. Place of class attendance in academic centers that use distance learning cluster codes, in addition to campus cluster codes, is further detailed in Tables 6 to 10. General findings on the place of class attendance include the following:

1. In Calendar Year 1990, 60 percent of all instruction offered by the University occurred in South Florida (Broward County, Dade County, and Palm Beach County). By Calendar Year 1994, 65 percent of all instruction offered by the University occurred in South Florida.

2. Of the three South Florida counties, Broward County has remained the University's base. In Calendar Year 1993, prior to the merger, nearly 80 percent of all instruction in South Florida occurred in Broward County. This statistic declined to 70 percent in Calendar Year 1994, due to the inclusion of students in the Health Professions Division attending class at the University's North Miami Beach campus. It is expected that Broward County enrollment will increase significantly, however, when the Health Professions Division relocates to the University's Davie campus in June 1996.

3. Instruction at locations other than Florida has remained fairly stable. In Calendar Year 1990, 16 percent of all instruction offered by the University occurred in locations other than Florida. By Calendar Year 1994, 18 percent of all instruction offered by the University occurred in locations other than Florida.

Table 5

Student Enrollment (Unduplicated, Cumulative Headcount) by Academic Center and by Place of Florida-Based Class Attendance: Calendar Years 1990 to 1994

Academic Center and Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Abraham S. Fischler Center for the Advancement of Education												
South Florida	2,501	38	2,652	38	2,594	39	2,849	43	3,043	46	542	22
Other Florida	2,357	36	2,374	34	2,017	31	1,769	27	1,562	24	-795	-34
Non-Florida or Unidentified	1,684	26	1,958	28	1,958	30	1,988	30	2,020	30	336	20
Total	6,542		6,984		6,569		6,606		6,625		83	1
James M. Farquhar Center for Undergraduate Studies												
South Florida	3,373	73	3,557	75	3,585	75	3,513	76	3,601	72	228	7
Other Florida	1,031	22	1,009	21	1,002	21	966	21	1,150	23	119	12
Non-Florida or Unidentified	215	5	174	4	172	4	124	3	274	5	59	27
Total	4,619		4,740		4,759		4,603		5,025		406	9
School of Business and Entrepreneurship												
South Florida	1,336	55	1,445	55	1,630	55	1,690	56	1,689	53	353	26
Other Florida	584	24	621	24	708	24	640	21	578	18	-6	-1
Non-Florida or	528	22	537	21	623	21	698	23	903	29	375	71
Total	2,448		2,603		2,961		3,028		3,170		722	30

Table 5 (Continued)

Academic Center and Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Center for Psychological Studies												
South Florida	828	72	917	75	950	73	996	72	1,140	73	312	38
Other Florida	311	27	300	24	340	26	386	28	421	27	110	35
Non-Florida or	10	<1	11	<1	3	<1	0	0	0	0	-	-
Total	1,149		1,228		1,293		1,382		1,561		412	36
Shepard Broad Law Center												
South Florida	997	100	1,007	100	1,043	100	1,107	100	1,176	100	179	18
Other Florida	0	0	0		0	0	0	0	0	0	0	0
Non-Florida or	0	0	0		0	0	0	0	0	0	0	0
Total	997	100	1,007	100	1,043	100	1,107	100	1,176	100	179	18
School of Computer and Information Sciences												
South Florida	700	100	721	100	731	100	721	100	768	98	68	-
Other Florida	0	0	0	0	0	0	0	0	16	2	16	-
Non-Florida or	0	0	0	0	0	0	0	0	0	0	0	0
Total	700		721		731		721		784		84	12

Table 5 (Continued)

Academic Center and Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
School of Social and Systemic Studies												
South Florida	109	100	129	100	181	100	204	100	226	100	117	107
Other Florida	0	0	0	0	0	0	0	0	0	0	0	0
Non-Florida or	0	0	0	0	0	0	0	0	0	0	0	0
Total	109	100	129	100	181	100	204	100	226	100	117	107
Center for the Study of International Tourism												
South Florida	201	100	173	100	190	100	214	100	217	100	16	8
Other Florida	0	0	0	0	0	0	0	0	0	0	0	0
Non-Florida or	0	0	0	0	0	0	0	0	0	0	0	0
Total	201	100	173	100	190	100	214	100	217	100	16	8
Oceanographic Center												
South Florida	82	100	76	100	85	100	87	100	108	100	26	32
Other Florida	0	0	0	0	0	0	0	0	0	0	0	0
Non-Florida or	0	0	0	0	0	0	0	0	0	0	0	0
Total	82	100	76	100	85	100	87	100	108	100	26	32

Table 5 (Continued)

Academic Center and Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Panama												
South Florida	0	0	0	0	0	0	0	0	0	0	0	0
Other Florida	0	0	0	0	0	0	0	0	0	0	0	0
Non-Florida or	318	100	342	100	389	100	436	100	459	100	141	44
Total	318	100	342	100	389	100	436	100	459	100	141	44
Health Professions Division												
South Florida	--	--	--	--	--	--	--	--	1,472	100	--	--
Other Florida	--	--	--	--	--	--	--	--	--	--	--	--
Non-Florida or	--	--	--	--	--	--	--	--	--	--	--	--
Total	--	--	--	--	--	--	--	--	1,472	100	--	--
TOTAL	17,165		18,003		18,201		18,388		20,823		3,658	21

Note. Data refer to unduplicated, cumulative headcount enrollment.

South Florida refers to Broward County, Dade County, and Palm Beach County.

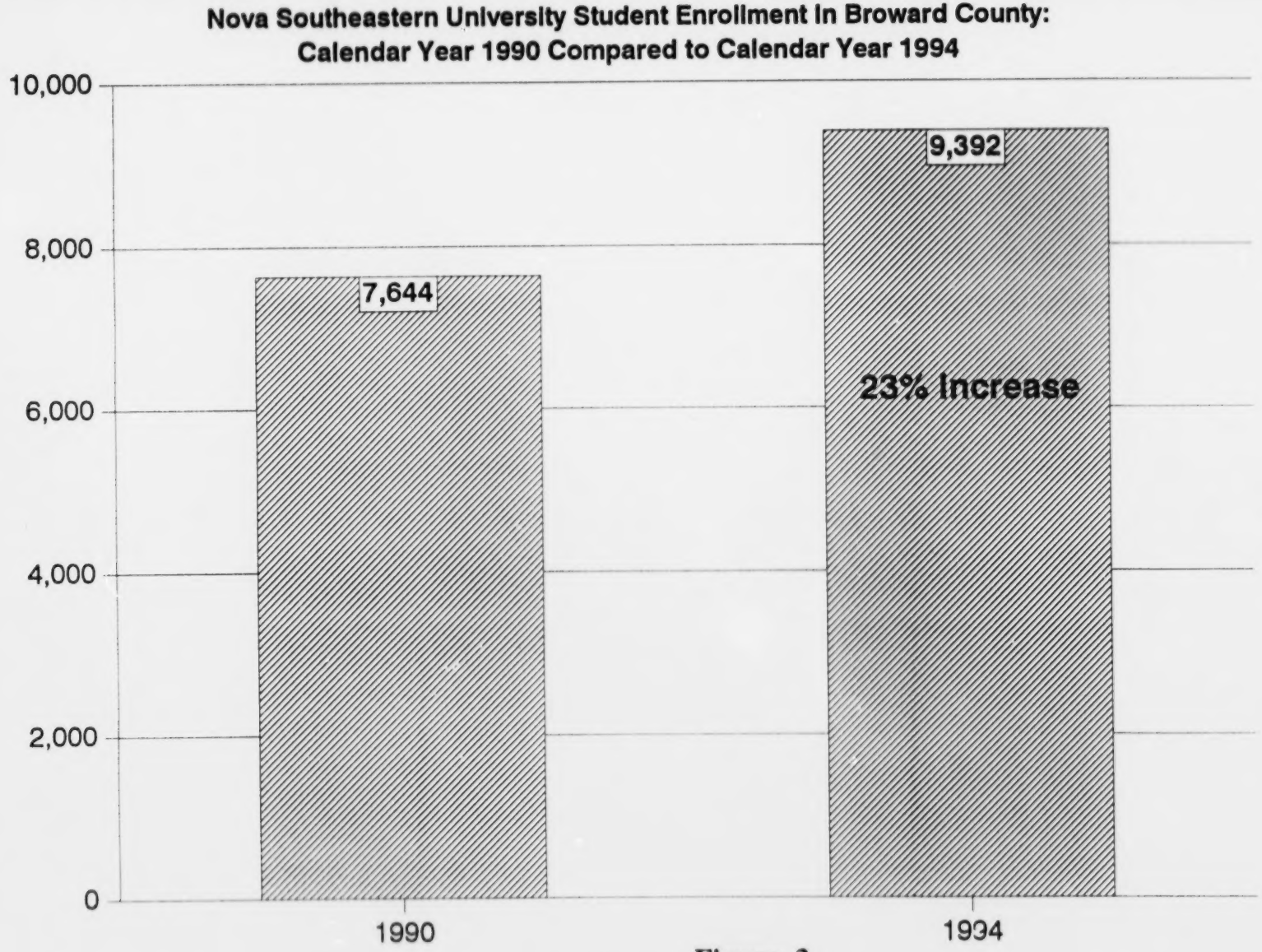
Nova Southeastern University Student Enrollment In Broward County:
Calendar Year 1990 Compared to Calendar Year 1994
10,000
8,000
6,000
4,000
2,000
0
7,644
9,392
23% Increase
1990
1994

Figure 3

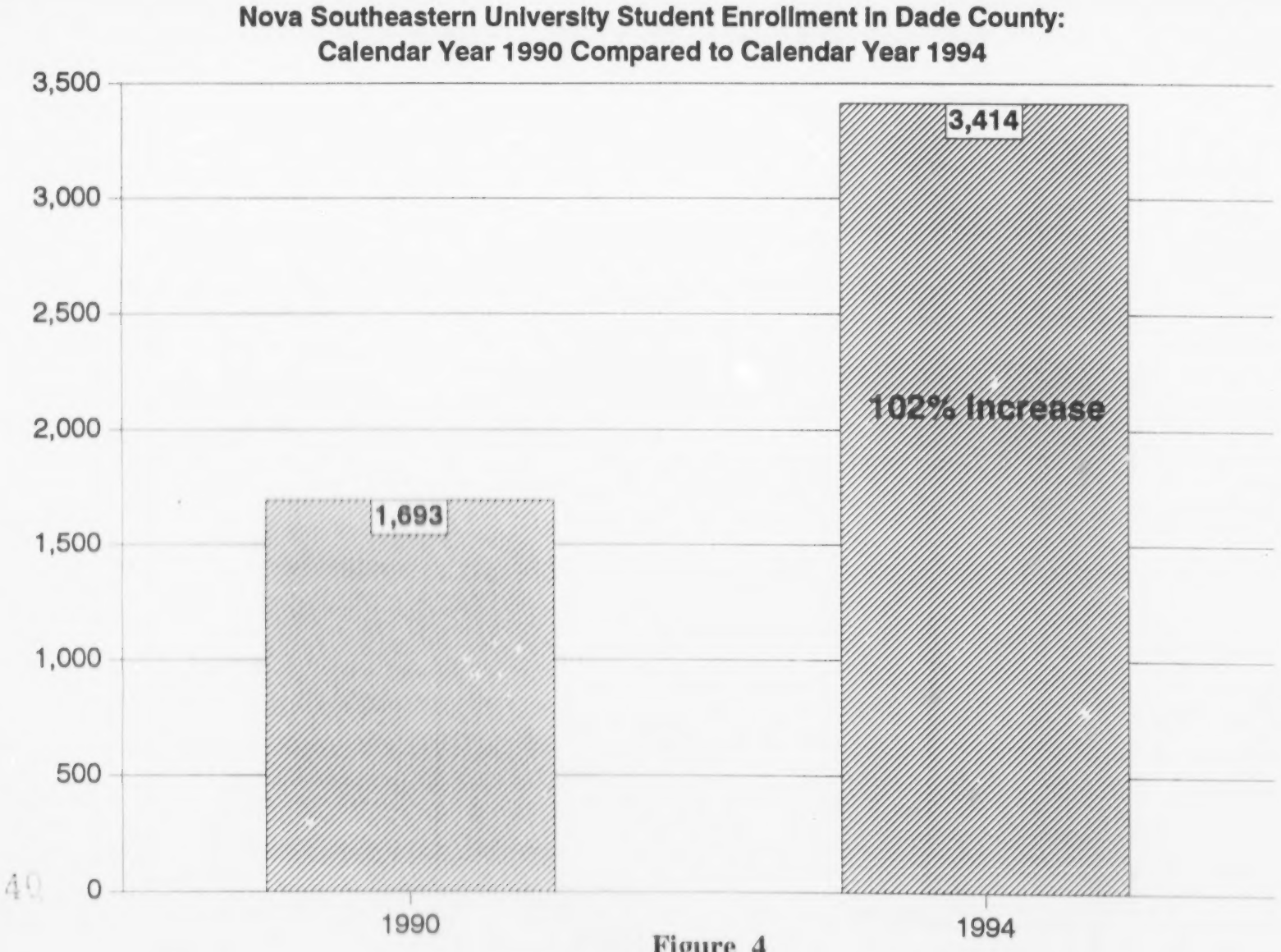
Nova Southeastern University Student Enrollment in Dade County:
Calendar Year 1990 Compared to Calendar Year 1994
3,500
3,000
2,500
2,000
1,500
1,000
500
0
1,693
3,414
102% Increase
1990
1994

Figure 4

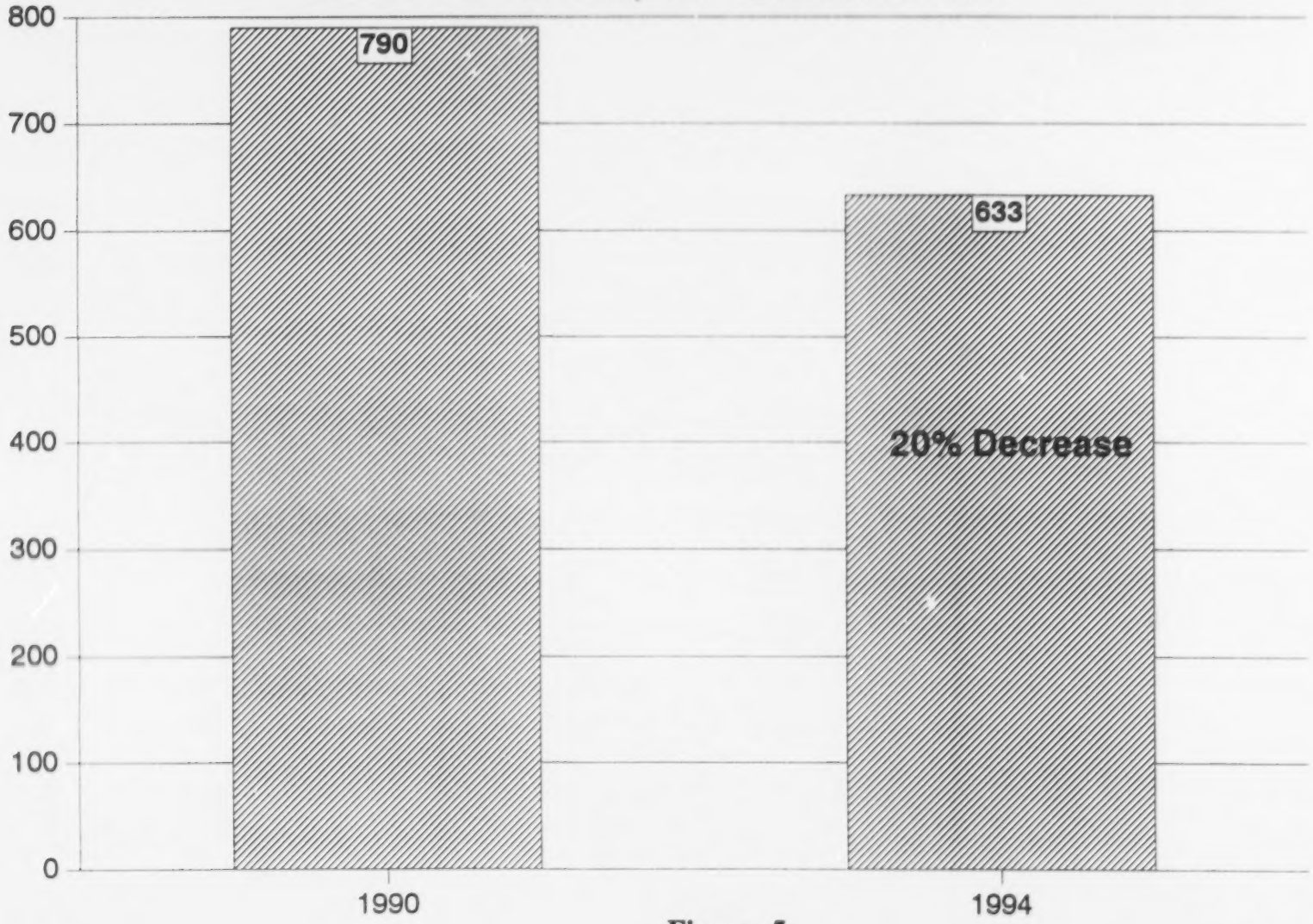
Nova Southeastern University Student Enrollment in Palm Beach County:
Calendar Year 1990 Compared to Calendar Year 1994
800
700
600
500
400
300
200
100
0
790
633
20% Decrease
1990
1994

Figure 5

Nova Southeastern University Student Enrollment in Other Florida Areas:
Calendar Year 1990 Compared to Calendar Year 1994

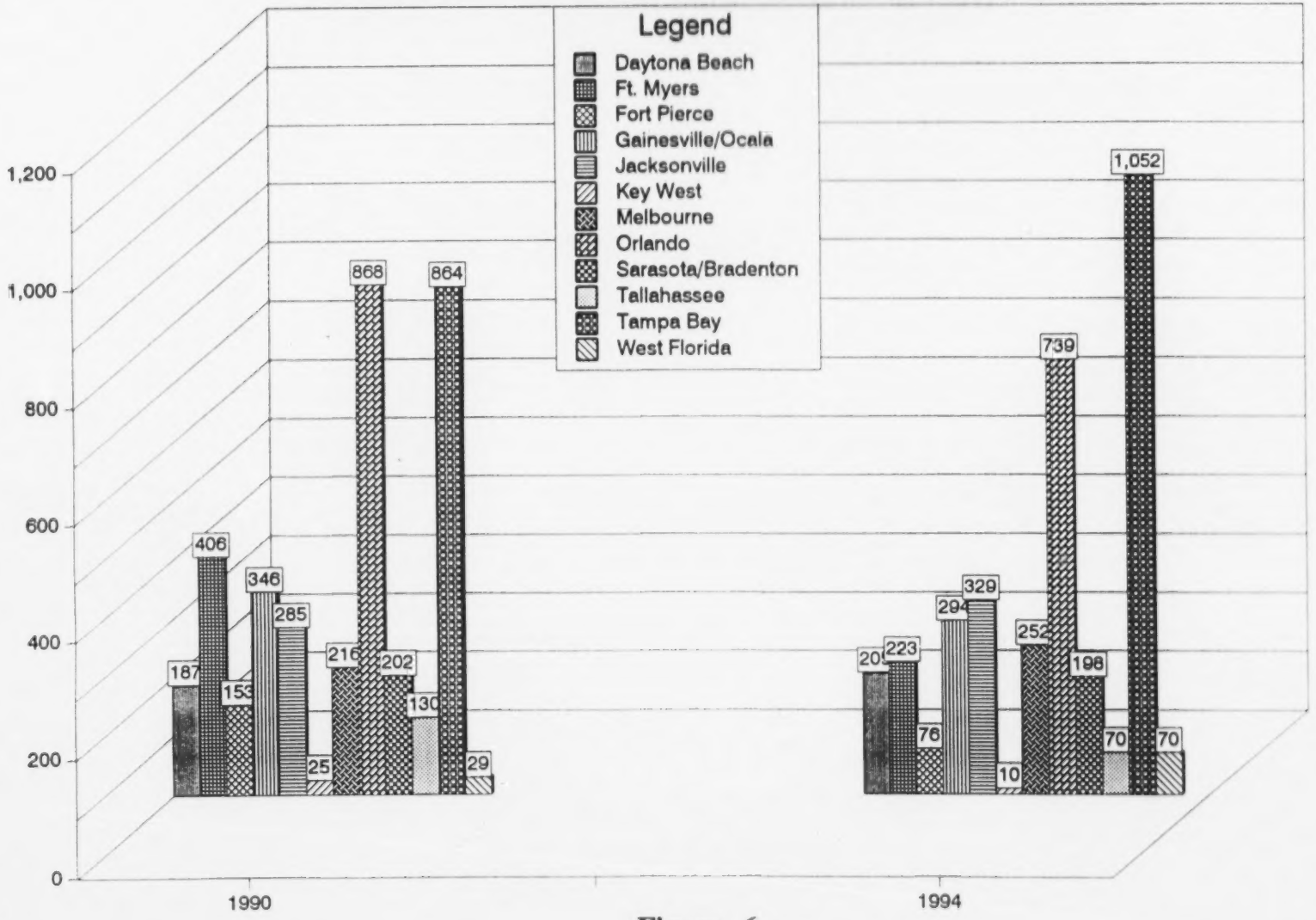

Figure 6

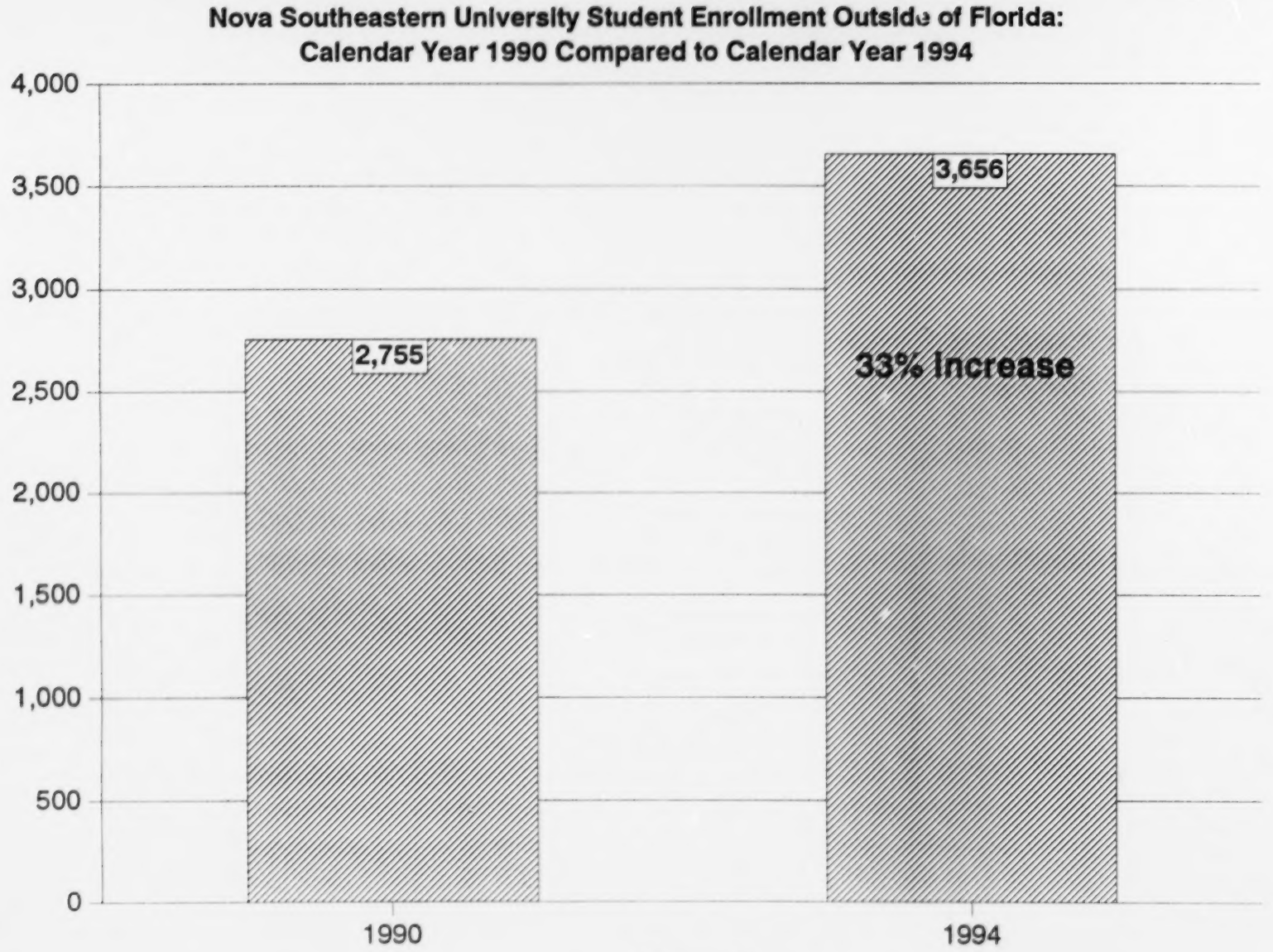

Figure 7

46

47

Table 6

Abraham S. Fischler Center for the Advancement of Education Students by Place of Class Attendance: Calendar Years 1990 to 1994

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
South Florida												
Broward County	1,204	18	1,419	20	1,407	21	1,604	24	1,819	27	615	51
Dade County	957	15	927	13	895	14	930	14	911	14	-46	-5
Palm Beach County	340	5	306	4	292	4	315	5	313	5	-27	-8
Sub-Total	2,501	38	2,652	38	2,594	39	2,849	43	3,043	46	542	22
Other Florida Areas												
Daytona Beach	167	3	281	4	191	3	148	2	181	3	14	8
Fort Myers	208	3	151	2	111	2	126	2	102	2	-106	-51
Fort Pierce	91	1	99	1	65	<1	46	<1	31	<1	-60	-66
Gainesville/Ocala	188	3	203	3	174	3	151	2	117	2	-71	-38
Jacksonville	116	2	160	2	145	2	128	2	73	1	-43	-37
Key West	-	-	-	-	-	-	-	-	-	-	-	-
Melbourne	117	2	98	1	106	2	121	2	114	2	-3	-3
Orlando	334	5	372	5	378	6	346	5	291	4	-43	-13
Sarasota/Bradenton	188	3	180	3	139	2	151	2	130	2	-58	-31
Tallahassee	104	2	79	1	25	<1	13	<1	6	<1	-98	-94

Table 6 (Continued)

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Tampa Bay	414	6	446	6	406	6	377	6	365	6	-49	-12
West Florida	29	<1	35	<1	43	<1	51	<1	55	<1	26	90
Discrepancy	401	6	270	4	234	4	111	2	97	1	-304	-76
Sub-Total	2,357	36	2,374	34	2,017	31	1,769	27	1,562	24	-795	-34
Florida Total	4,858	74	5,026	72	4,611	70	4,618	70	4,605	70	-253	-5
Non-Florida or Unidentified	1,684	26	1,958	28	1,958	30	1,988	30	2,020	30	336	20
TOTAL	6,542		6,984		6,569		6,606		6,625		83	1

Note. Data refer to unduplicated, cumulative headcount enrollment.

Discrepancy refers to students who are known to attend class in Florida, but a specific cluster is not identified in the Student Information System (SIS). In some cases, discrepancy is the result of incorrect data entry in the SIS. In other cases, discrepancy is the result of registering cluster as an activity (such as continuing services, *CSERV*) instead of a geographic location.

Cluster locations for selected cities have been collapsed into the following areas throughout Florida:

Fort Myers . . . . . Lee and Hendry Counties
Gainesville . . . . . Alachua and Marion Counties
Jacksonville . . . . . Duval and Saint Johns Counties
Melbourne . . . . . Multiple Locations in Brevard County
Sarasota/Bradenton . . . . . Manatee and Sarasota Counties
Tampa Bay . . . . . Hillsborough and Pinellas Counties
West Florida . . . . . Escambia and Okaloosa Counties

Table 7

James M. Farquhar Center for the Undergraduate Studies Students by Place of Class Attendance: Calendar Years 1990 to 1994

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
South Florida												
Broward County	2,631	57	2,751	58	2,869	60	2,765	59	2,818	56	187	7
Dade County	525	11	592	12	549	12	578	13	650	13	125	24
Palm Beach County	217	5	214	5	167	4	170	4	133	3	-84	-39
Sub-Total	3,373	73	3,557	75	3,585	75	3,513	76	3,601	72	228	7
Other Florida Areas												
Daytona Beach	16	<1	0	0	0	0	1	<1	1	<1	-15	-94
Fort Myers	114	2	71	1	48	1	27	<1	39	<1	-75	-66
Fort Pierce	48	1	37	<1	31	<1	33	<1	34	<1	-14	-29
Gainesville/Ocala	37	<1	130	3	115	2	95	2	92	2	55	149
Jacksonville	78	2	106	2	76	2	101	2	135	3	57	73
Key West	25	<1	25	<1	29	<1	20	<1	10	<1	-15	-60
Melbourne	41	<1	78	2	57	1	53	1	63	1	22	54
Orlando	306	7	254	5	266	6	160	3	230	5	-76	-25
Sarasota/Bradenton	0	0	0	0	21	<1	37	<1	36	<1	36	-
Tallahassee	12	<1	22	<1	19	<1	43	<1	34	<1	22	183

Table 7 (Continued)

PLACE OF CLASS ATTENDANCE	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Tampa Bay	212	5	241	5	280	6	327	7	395	8	183	86
West Florida	-	-	-	-	-	-	-	-	-	-	-	-
Discrepancy	142	3	45	<1	60	1	69	1	81	2	-61	43
Sub-Total	1,031	22	1,009	21	1,002	21	966	21	1,150	23	119	12
Florida Total	4,404	95	4,566	96	4,587	96	4,479	97	4,751	95	347	8
Non-Florida or Unidentified	215	5	174	4	172	4	124	3	274	5	59	27
TOTAL	4,619		4,740		4,759		4,603		5,025		406	9

Note. Data refer to unduplicated, cumulative headcount enrollment.

Discrepancy refers to students who are known to attend class in Florida, but a specific cluster is not identified in the Student Information System (SIS). In some cases, discrepancy is the result of incorrect data entry in the SIS. In other cases, discrepancy is the result of registering cluster as an activity (such as continuing services, *CSERV*) instead of a geographic location.

Cluster locations for selected cities have been collapsed into the following areas throughout Florida:

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Melbourne . . . . . Multiple Locations in Brevard County
Sarasota/Bradenton . . . . . Manatee and Sarasota Counties
Tampa Bay . . . . . Hillsborough and Pinellas Counties
West Florida . . . . . Escambia and Okaloosa Counties

Table 8

School of Business and Entrepreneurship Students by Place of Class Attendance: Calendar Years 1990 to 1994

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
South Florida												
Broward County	1,027	42	1,047	40	1,206	41	1,262	42	1,269	40	242	24
Dade County	135	6	204	8	230	8	278	9	289	9	154	114
Palm Beach County	174	7	194	7	194	7	150	5	131	4	-43	-25
Sub-Total	1,336	55	1,445	56	1,630	55	1,690	56	1,689	53	353	26
Other Florida Areas												
Daytona Beach	4	<1	1	<1	1	<1	0	0	23	<1	19	475
Fort Myers	58	2	42	2	44	1	35	1	31	<1	-27	-47
Fort Pierce	14	<1	35	1	28	<1	22	<1	11	<1	-3	-21
Gainesville/Ocala	87	4	90	3	84	3	62	2	33	1	-54	-62
Jacksonville	53	2	64	2	77	3	79	3	74	2	21	40
Key West	-	-	-	-	-	-	-	-	-	-	-	-
Melbourne	26	1	39	1	46	2	38	1	28	<1	2	8
Orlando	174	7	154	6	157	5	133	4	150	5	-24	-14
Sarasota/Bradenton	14	<1	18	<1	48	2	35	1	32	1	18	129
Tallahassee	14	<1	28	1	37	1	30	<1	30	<1	16	114

Table 8 (Continued)

PLACE OF CLASS ATTENDANCE	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Tampa Bay	121	5	141	5	153	5	158	5	120	4	-1	-1
West Florida	0	0	0	0	4	<1	12	<1	15	<1	15	-
Discrepancy	19	<1	9	<1	29	<1	36	1	31	1	11	58
Sub-Total	584	24	621	24	708	24	640	21	578	18	-6	-1
Florida Total	1,920	78	2,066	79	2,338	79	2,330	77	2,267	72	347	18
Non-Florida or Unidentified	528	22	537	21	623	21	698	23	903	28	375	71
TOTAL	2,448		2,603		2,961		3,028		3,170		722	30

Note. Data refer to unduplicated, cumulative headcount enrollment.

Discrepancy refers to students who are known to attend class in Florida, but a specific cluster is not identified in the Student Information System (SIS). In some cases, discrepancy is the result of incorrect data entry in the SIS. In other cases, discrepancy is the result of registering cluster as an activity (such as continuing services, *CSERV*) instead of a geographic location.

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Melbourne . . . . . Multiple Locations in Brevard County
Sarasota/Bradenton . . . . . Manatee and Sarasota Counties
Tampa Bay . . . . . Hillsborough and Pinellas Counties
West Florida . . . . . Escambia and Okaloosa Counties

Table 9

Center for Psychological Studies Students by Place of Class Attendance: Calendar Years 1990 to 1994

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
South Florida												
Broward County	693	60	789	64	840	65	917	66	992	64	299	43
Dade County	76	7	55	4	35	3	30	2	92	6	16	21
Palm Beach County	59	5	73	6	75	6	49	4	56	4	-3	-5
Sub-Total	828	72	917	75	950	73	996	72	1,140	73	312	38
Other Florida Areas												
Daytona Beach	-	-	-	-	-	-	-	-	-	-	-	-
Fort Myers	26	2	43	4	60	5	37	3	51	3	25	96
Fort Pierce	-	-	-	-	-	-	-	-	-	-	-	-
Gainesville/Ocala	34	3	38	3	47	4	58	4	52	3	18	53
Jacksonville	38	3	34	3	49	4	33	2	47	3	9	24
Key West	-	-	-	-	-	-	-	-	-	-	-	-
Melbourne	32	3	41	3	35	3	35	3	47	3	15	47
Orlando	54	5	66	5	48	4	66	5	68	4	14	26
Sarasota/Bradenton	-	-	-	-	-	-	-	-	-	-	-	-
Tallahassee	-	-	-	-	-	-	-	-	-	-	-	-

Table 9 (Continued)

PLACE OF CLASS ATTENDANCE	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Tampa Bay	117	10	78	6	101	8	157	11	156	10	39	33
West Florida	-	-	-	-	-	-	-	-	-	-	-	-
Discrepancy	10	<1	0	-	0	-	0	-	0	-	-10	-100
Sub-Total	311	27	300	24	340	26	386	28	421	27	110	35
Florida Total	1,139	99	1,217	99	1,290	100	1,382	100	1,561	100	422	37
Non-Florida or Unidentified	10	<1	11	<1	3	<1	0	-	0	-	-10	-
TOTAL	1,149		1,228		1,293		1,382		1,561		412	36

Note. Data refer to unduplicated, cumulative headcount enrollment.

Discrepancy refers to students who are known to attend class in Florida, but a specific cluster is not identified in the Student Information System (SIS). In some cases, discrepancy is the result of incorrect data entry in the SIS. In other cases, discrepancy is the result of registering cluster as an activity (such as continuing services, *CSERV*) instead of a geographic location.

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Melbourne . . . . . Multiple Locations in Brevard County
Sarasota/Bradenton . . . . . Manatee and Sarasota Counties
Tampa Bay . . . . . Hillsborough and Pinellas Counties
West Florida . . . . . Escambia and Okaloosa Counties

Table 10

School of Computer and Information Sciences Students by Place of Class Attendance: Calendar Years 1990 to 1994

Place of Class Attendance	1990		1991		1992		1993		1994		Change 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
South Florida												
Broward County	700	100	721	100	731	100	721	100	768	98	68	-
Dade County	0	0	0	0	0	0	0	0	0	0	0	0
Palm Beach County	0	0	0	0	0	0	0	0	0	0	0	0
Sub-Total	700	100	721	100	731	100	721	100	768	98	68	-
Other Florida Areas												
Daytona Beach	-	-	-	-	-	-	-	-	-	-	-	-
Fort Myers	-	-	-	-	-	-	-	-	-	-	-	-
Fort Pierce	-	-	-	-	-	-	-	-	-	-	-	-
Gainesville/Ocala	-	-	-	-	-	-	-	-	-	-	-	-
Jacksonville	-	-	-	-	-	-	-	-	-	-	-	-
Key West	-	-	-	-	-	-	-	-	-	-	-	-
Melbourne	-	-	-	-	-	-	-	-	-	-	-	-
Orlando	-	-	-	-	-	-	-	-	-	-	-	-
Sarasota/Bradenton	-	-	-	-	-	-	-	-	-	-	-	-
Tallahassee	-	-	-	-	-	-	-	-	-	-	-	-

Table 10 (Continued)

PLACE OF CLASS ATTENDANCE	1990		1991		1992		1993		1994		CHANGE 1990-1994	
	N	%	N	%	N	%	N	%	N	%	N	%
Tampa Bay	-	-	-	-	-	-	-	-	16	2	-	-
West Florida	-	-	-	-	-	-	-	-	-	-	-	-
Discrepancy	-	-	-	-	-	-	-	-	-	-	-	-
Sub-Total	-	-	-	-	-	-	-	-	16	2	-	-
Florida Total	700	100	721	100	731	100	721	100	784	100	84	12
Non-Florida or Unidentified	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	700	100	721	100	731	100	721	100	784	100	84	12

Note. Data refer to unduplicated, cumulative headcount enrollment.

Many students in the SCIS attend classes on the Davie Campus and the East Campus in a traditional manner. They are registered as *FTLAU* for cluster code when registration forms are completed. Other students, depending on term and degree program, receive instruction through telecommunications. They are also registered as *FTLAU* when registration forms are completed. Another group of SCIS students receive instruction through combinations of on-campus class attendance and telecommunications. These students are additionally registered as *FTLAU*.

Thus, place of class attendance can be problematic in this center. In defense of the decision to place SCIS students as campus-based, it should be mentioned that: their numbers are fairly small compared to the composite number of students, avoiding an undue influence on place of class attendance at the University; over 25 percent of all SCIS students are permanent residents of Broward County; and, with the exception of the Tampa cluster, all SCIS students come to the East Campus for orientation and/or instruction.

SUMMARY

In *Guidelines for Planning Distance Learning Activities* (1992, p.1), the Southern Association of Colleges and Schools recognized that "many member and candidate institutions have developed or plan to develop distance learning programs." Maxwell, Richter, & McCain (1994) and Richter, Maxwell, & McCain (1994) provided ample evidence on the growing movement toward distance learning in higher education. Moore (1994) offered detailed plans of how Florida's State University System is seriously considering the use of distance education as a means of offering educational opportunities for all citizens, regardless of availability or proximity to state educational facilities:

> The State University System is committed to the concept of providing instruction to as many of Florida's citizens as possible, including those who are physically remote from the main campus of a university or other location or campus of program origin. (p. 2).

Unlike other universities that want to develop a distance education infrastructure, the University has been offering instruction through a variety of distance education formats and media since 1972. The University has gained a national and international reputation from this quarter-century history of involvement in distance education.

Enrollment Trends by Geographic Region

Overall, the University has experienced a 21 percent increase in unduplicated, cumulative headcount enrollment from Calendar Year 1990 to Calendar Year 1994. Considering enrollment trends related to place of class attendance, it is clear that, although the University's enrollment base is clearly Broward County, the University is also geographically widely diversified, with courses offered in various areas throughout Florida and other states and nations.

Broward County

Broward County's population grew by 10.2 percent from 1990 to 1994 (*United States Bureau of the Census*, 1995). Unduplicated, cumulative headcount enrollment in classes offered by the University in Broward County increased by 23 percent from Calendar Year 1990 (N = 7,644 unduplicated, cumulative headcount) to Calendar Year 1994 (N = 9,393 unduplicated, cumulative headcount). Accordingly, University enrollment in Broward County grew at approximately twice the county growth rate during 1990 to 1994.

Dade County

Dade County's population grew by 4.5 percent from 1990 to 1994 (*United States Bureau of the Census*, 1995). Unduplicated, cumulative headcount enrollment in classes offered by the University in Dade County increased by 102 percent from Calendar Year 1990 (N = 1,693 unduplicated, cumulative headcount) to Calendar Year 1994 (N = 3,413 unduplicated, cumulative headcount).

The University's growth in Dade County was influenced by the result of the inclusion of 1,472 students in the Health Professions Division in Calendar Year 1994. Excluding the 1,472 Health Professions Division students included in Calendar Year 1994 totals, the University still grew by 15 percent in Dade County from Calendar Year 1990 to Calendar Year 1994. Of course, enrollment in classes offered by the University in Dade County may decline in Calendar Year 1996 when the Health Professions Division relocates to the $40 million six-building complex currently under construction on the Davie Campus, in Broward County.

Palm Beach County

Palm Beach County's population grew by 10.5 percent from 1990 to 1994 (*United States Bureau of the Census*, 1995). Unduplicated, cumulative headcount enrollment in classes offered by the University in Palm Beach County declined by 20 percent from Calendar Year 1990 (N = 790 unduplicated, cumulative headcount) to Calendar Year 1994 (N = 633 unduplicated, cumulative headcount).

Although Palm Beach County experienced substantial growth from 1990 to 1994, the downsizing of IBM's campus in Boca Raton is known to have affected some cluster programs that were in operation at this facility. Many IBM employees who were enrolled in on-site corporate clusters offered by the University have since been relocated to North Carolina and Texas as well as other areas.

Other Florida Areas

In Calendar Year 1994, the University had an unduplicated, cumulative headcount enrollment of 1,052 students in the Tampa Bay area, representing five percent of University enrollment. Additionally, University enrollment in all programs offered in the Tampa Bay area grew by 22 percent from Calendar Year 1990 to Calendar Year 1994.

The University also has a sizeable presence in Orlando. However, unduplicated, cumulative headcount enrollment in classes offered by the University in Orlando declined by 20 percent from Calendar Year 1990 (N = 868 unduplicated, cumulative headcount) to Calendar Year 1994 (N = 739 unduplicated, cumulative headcount).

Along with declining enrollment in Orlando, the University's presence in other Florida areas has declined by 13 percent from Calendar Year 1990 to Calendar Year 1994. From Calendar Year 1990 to Calendar Year 1994, the University has experienced an enrollment decline of 20 percent or more in Fort Myers, Fort Pierce, Key West, and Tallahassee.

Other States and Nations

The University's presence in other states and nations has increased from 16 percent of Calendar Year 1990 University total (N = 2,755 unduplicated, cumulative headcount) to 18 percent of Calendar Year 1994 University total (N = 3,656 unduplicated, cumulative headcount). States that have experienced a gain of 50 or more students from Calendar Year 1990 to Calendar Year 1994 include the following: Pennsylvania (N gain = 147), South Carolina (N gain = 122), Virginia (N gain = 79), Arizona (N gain = 74), Illinois (N gain = 71), and Massachusetts (N gain = 54).

Conclusion

This report offered evidence that nearly two-thirds of all class attendance at the University takes place in either Broward County, Dade County, or Palm Beach County. This finding is significant in that the University's dominant South Florida presence may be in direct contrast to the perception that many professionals in the 11 states affiliated with the Southern Association of Colleges and Schools may have of the University.

This report also demonstrated that the University's presence in Broward County is strong and growing. The University's steady growth in Broward County was in place before the University's 1994 merger, and when the Health Professions Division relocates to the Davie Campus the University's presence in Broward County and contribution to Broward County's economy, culture, and social infrastructure will only increase.

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